

# Hospitality is the Name of the Game

## Food & Hotel China Food Show PLUS!™

### Why Food & Hotel China?

Food & Hotel China is one of the largest food/beverage and hospitality shows in Asia attracting buyers from the entire region and from many industries including hospitality, food service, bakery, and retailers from every sector. In 2004, the show drew 15,780 trade visitors. This year you could meet China's leading food and drink distributors including among others: Capital Lide, Cortti Foods, Madarin Fine Foods, Rich Leader, Shanghai Ted, and Sinodis.

### Maximize Your Prospects with Food Show PLUS!™

MIATCO and Food Export USA – Northeast is offering Food Show PLUS!™ at this event to help you make the most of your tradeshow experience. Specific services include:

- translation of sales and company information,
- interpreter services at your booth,
- retail visit,
- one-on-one meetings,
- and follow-up of your top three leads after the show.

And don't forget—you may be eligible for 50% reimbursement through the Branded Program for some show and travel expenses.

### INFORMATION AND REGISTRATION

Fax this back to MIATCO at **312.334.9230** for more information on or to register for Food & Hotel China Food Show PLUS!™. Registration deadline is October 7th with a fee of \$300. Register by September 30th and pay only \$200, over a 30% savings!

Name

Title

Company

Street address

City, state, zip

Phone

Fax

E-mail

Products

☐ Check this box if you no longer want to receive faxes from MIATCO. Please provide your company name and fax number and fax this form back to 800.671.7111. If you would like to hear about future MIATCO promotions via e-mail, please provide your e-mail address.

**November 15-17, 2005**  
**Shanghai International**  
**Exhibition Center, Pudong**

### Why China?

China is the largest food market in the world with over 1.3 billion inhabitants. The Greater Shanghai region alone has over 200 million consumers who spend 30-50% of their income on food products. In fact, the food market in China is a \$100 billion a year business, of which U.S. market share has maintained at 11%.



### About MIATCO and Food Export USA – Northeast

The Mid-America International Agri-Trade Council (MIATCO) and Food Export USA – Northeast are private, non-profit associations that offer services to help U.S. food and agricultural companies promote their products in foreign markets.



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